



More Music Magic

Feel good – Pick-me-up, enhancing and enduring

Relaxing – Positive, up, gentle humour

Friendly – Welcoming, affable and fun

Magic is the UK's number one feel good channel, delivering a sparkling mix of smooth tracks and classic hits. Our music is indulgent, our humour gentle and our fans love nothing more than a good, old fashioned sing-along. With a positive blend of power ballads, love songs and pick-me-up classics, viewers come to Magic for life-affirming fun, high profile hosts and a welcome that's reliably warm.

Target Audience:

A 20-something, mainstream audience who love music and have a clear idea of their favourite songs and artists.

Key content:

Mellow Music - The most popular and enduring feel good hits, tailored content like The Official Magic Album Chart, the best of classic movie soundtracks and a look back through the videos of yesteryear with shows like Quiz Of The Year and We Miss...

Interactive Programming - Socially voted campaigns like The World's Greatest Love Songs and The World's Greatest Movie Songs.

Key Stats:

- 13.7M viewers
- 23% of TV viewers tuned in
- 3.1M a month (1.1M 16-34s)